

Scoring Rubric

Complete applications submitted by eligible entities will be evaluated and scored based on the criteria below. HFFF reviewers will base scores only on the information provided in the application.

This is a competitive program, so eligible entities will receive scores based on the quality of the information provided. There are 65 total points available for the criteria, and 18 available additional points for the priority areas.

Each application will be scored by two reviewers, and the scores will be averaged.

All complete applications will be further evaluated by the HFFF Review Panel of internal and external experts (EFOD) who will determine a consensus ranking of applications that will take into account the application score, project type and geographic diversity.

Budgets will be reviewed and may be adjusted for allowable costs and reasonable uses of funds.

In General, the HFFF Program seeks to award eligible entities that can demonstrate the following:

- The project's ability to promote quality job creation through the hiring of local residents in a manner representative of the community that the applicant proposes to serve.
- The ability of the project to serve low-income residents or socially disadvantaged groups in a defined area of the applicable underserved community.
- The project's scope of work and ability to implement the project in the time period for which the grant is sought. Readiness to proceed, financial soundness and economic feasibility are key factors in this determination.
- If the project is food retail, the extent to which the project is able to accept benefit from consumers served by the supplemental nutrition assistance programs, the special supplemental nutrition program for women, infants and children, double up food bucks and other state and federally funded nutrition incentive programs.
- If the project is food retail, the extent to which the project allocates resources to perishable food.

1. Applicant Qualifications (0 to 10 points)

The application will be evaluated for the applicant's demonstrated ability to deliver the project described. Applications will be evaluated for the applicant and project team's track record and experience in food enterprise and/or food retail industry development and management, and/or food systems or food supply chain experience. More points will be given to points with

relevant experience, relevant partners in the project team, and/or projects that will seek qualified services in order to carry out a successful project.

2. Stakeholder Involvement (0 to 10 Points)

Applicants will be awarded points for the extent to which they demonstrate involvement with community partners and other food value chain organizations.

3. Food Access Goals (0 to 15 Points)

Projects will be awarded points based on how strongly they align with purpose of the HFFF program: to improve New Mexicans' access to healthy food, to create and preserve quality jobs in the food industry, and to promote community connections through food-based businesses.

4. Project and/or Business Model (0 to 15 Points)

Projects will be evaluated for the strength of their proposed concept to improve food access. More points will be awarded for a clearly defined problem and proposed solutions, with projections supported by market analysis and/or community assessment. Additionally, projects will be awarded more points if the supplier or buyer relationships have been determined.

5. Measuring capacity (0 to 5 points)

Applications will be evaluated for the applicant's demonstrated commitment to post award survey and impact assessment and sharing learnings with EDD.

6. Budget and Timeline (0 to 10 points)

Applications, budgets, and budget narratives will be reviewed for completeness. More points will be given to timelines that demonstrate a reasonable likelihood to conclude within the program timeframe.

Priority Points

Priority will be given to projects that have the following attributes. Three (3) points will be awarded for each attribute.

- Projects that stimulate investment for food and agricultural operations that are owned by individuals who are from historically marginalized communities including communities of color, Tribal communities, under-served areas with low- and moderate-income populations, rural communities, urban food deserts, and veteran-, women-, and "socially disadvantaged-" owned businesses.
- Projects that stimulate investment in the food supply chain to increase access to food for historically marginalized communities including communities of color, Tribal communities, under-served areas with low- and moderate-income populations, rural communities, urban food deserts, and communities and populations served through the NM Grown program including children, elders, and families that are served through institutions such as schools, senior centers, early childcare facilities, and food banks.
- Projects that include workforce development/training and/or create or retain quality jobs in the food/agricultural supply chain.
- Projects that build capacity of small and mid-scale food and agricultural operations to

access strengthened market channels, including direct to consumer, wholesale and institutional sales.

- Projects that build capacity in regional food supply chain networks for food safe storage/aggregation, distribution and transportation.
- Projects that include regenerative practices, including but not limited to water conservation, soil restoration, and/or investment in the ability of the project to produce food in culturally appropriate and environmentally sustainable way.